

FLEETGEEKS

LOGO DESIGN BRIEF | WEEK #5

The LOGO:

What words or letters do you want included in your logo?

FLEETGEEKS

Do you have a tagline? Do you want it to be included in the logo?

“Car buying the way it should be.”

We probably want it to be included in the horizontal treatment of the logo.

Provide five adjectives to describe your logo:

Clean, Bold, Trustworthy, Fun, Classy, Easy (the car buying process should be much easier than it is)

What colors would you like to see in your logo?

We are thinking primarily black and white with a neon green as an accent color.

Who is your target audience?

Car buyers looking for mid range cars. Not real high end cars but primarily everything from BMW to Honda.

Companies who buy cars on a regular basis for business purposes.

What is the overall message you want to convey to your target audience?

The car buying experience should be different. It should be something that you enjoy not something you endure. With Fleetgeeks the car buying experience is easy, enjoyable, and provides the guaranteed best price out the door.

The COMPANY:

Fleetgeeks is an automotive agency that specializes in the car buying experience, the way it should be. For most people the joy of purchasing a car is somewhat lost because of the pain of the experience, Fleetgeeks will change that. We do the research, searching, finding and negotiating so that the buyers don't have to. Before someone purchases a car from Fleetgeeks they are given a market research study so that they understand and are assured that they are paying the lowest price possible.

It's our goal to set the standard for the car buying experience. At Fleetgeeks here is how the process works:

Step 1: Tell us what you are looking for. If you are not sure we can help you figure out what might be the best car for you.

Step 2: We will research the availability and pricing of all the available cars in the market. We will then search for the right car. We will find the right car for you.

Step 3: You will take a look at the car and make sure it is the car that you want. Then you will look over your market research survey to see that you are getting the best possible price for that car.

Step 4: Sign the papers and enjoy your new ride.

How are you different than your competition?

When someone buys a car right now they have to make a choice. They have to decide if they want a great experience or if they want to get a great deal. Getting a great deal on a car usually means that someone has to search for a long time and then negotiate with a car salesman. If the car buying experience is easy for someone they are left wondering if they paid too much. When most people are finished with the car buying experience they usually feel like: "I'm so glad I don't have to do that for at least another 4 or 5 years!" Fleetgeeks is different.

We focus on the car buying experience to provide the best experience to make it as easy, fun, and informative as possible. We want you to enjoy the process. When you purchase a car from Fleetgeeks you will walk away feeling like you wish you could do that again soon. You will enjoy buying your new car! Oh, and by the way, not only will you love the experience, you will also KNOW that you got the best deal possible!

What attributes of your business would you like your brand to reflect?

Trustworthiness – We want people to feel like they can trust the Fleetgeeks brand.

Comfort – We are about the best car buying experience possible. We want people to feel that comfort from the Fleetgeeks brand.

Fun – We want to make it fun to buy a car and the Fleetgeeks brand should reflect that.

Some INSPIRATION:

